

**Minutes of the
Tobacco Education and Research Oversight Committee (TEROC)**

Master Plan Meeting on December 7, 2005
Department of Health Services
1616 Capitol Avenue
Sacramento, California

MEMBERS PRESENT:

Bruce Allen, Lourdes Baézconde-Garbanati, Stella Aguinaga Bialous, Theresa Boschert, Gregory Franklin, Alan Henderson, Susanne Hildebrand-Zanki, Kirk Kleinschmidt, Rod Lew, and Deborah Sanchez

MEMBERS ABSENT:

Ron Arias

OTHERS IN ATTENDANCE:

Francisco Buchting, Tobacco Related Disease Research Program (TRDRP), University of California (UC)
David Cowling, Chief, Evaluation Unit (EU), Tobacco Control Section (TCS), Department of Health Services (DHS)
Shirley Dellenback, Chief, Library and Information Services Unit (LISU), TCS, DHS
Charles DiSogra, Director, TRDRP, UC
Gretta Foss-Holland, LISU, TCS, DHS
Joy Hansen, Administrative Support Unit, TCS, DHS
Kathony Jerauld, Strategic Planning and Policy Unit (SPPU), TCS, DHS
John Lagomarsino, Safe and Healthy Kids Program Office (SHKPO), California Department of Education (CDE)
Rhonda Robins, Consultant to TCS, DHS
April Roeseler, Chief, LPU, EU, TCS, DHS
Robin Shimizu, Assistant Chief, TCS, DHS
Kurt Snipes, Acting Chief, Cancer Control Branch, DHS

1. WELCOME, INTRODUCTIONS, AND OPENING COMMENTS

Chairperson Kirk Kleinschmidt called the meeting to order at 1:10 p.m. Each of the Committee members introduced themselves. Members of the audience also introduced themselves and identified their affiliations.

2. REVIEW OF CORRESPONDENCE, AND ANNOUNCEMENTS

The Chairperson acknowledged Traci Verardo's letter of resignation from her TEROc appointment, effective December 1, 2005. Her new professional obligations

have made it difficult for her to serve in a capacity she feels would best represent the interests of the Department of Education (CDE).

3. **MASTER PLAN DEVELOPMENT**

The Committee reviewed the latest draft of the Master Plan (MP) prior to the meeting and shared their comments and suggestions. Many members commended the writer, Rhonda Robins, for her good work and responsiveness to their recommendations on the plan. Members agreed that the tone of the narrative reflects their perspectives, parity is well integrated throughout the plan, and that the document gives an overall impression of a professional MP. The Chairperson commented that the MP has been a solid group effort of all TEROC members over the past year and a half, and that the committee is now at the stage to make the plan final.

It was decided that this last MP process would focus on issues that needed committee consensus, such as significant revisions of the text, additions, or deletions. The writer will receive a copy of each member's notes on the MP after the meeting, so minor edits did not need discussion.

Committee members discussed the following issues:

- Increasing the tax is the most important way to strengthen the program and deserves prominence in the plan, as in previous versions. Several members thought the discussion of the tobacco tax should be moved to the beginning of the Objective 1 strategies and text.
- The MP should make the point more explicitly that the tobacco control program needs to retain the gains it has made. These gains will be in jeopardy if the program is not well funded and strengthened against the unrelenting tactics of the tobacco industry.
- An increased tobacco excise tax is not the only way to increase tobacco control program funding. Place the emphasis on retaining the program, regardless of the tax.
- The California tobacco control program will not reach its goal of ten percent adult prevalence unless it is expanded. Emphasize the ten percent adult prevalence goal.
- The graph depicting the rising gap between huge tobacco industry expenditures on marketing and advertising and the declining tobacco control program funding makes an impressive statement; thus, it also deserves prominence in the plan-perhaps on the cover.
- New strategies that involve Indian tribes or activities on tribal lands should be approached very carefully. Of particular concern was the strategy to research ways to increase the price of tobacco products purchased in venues where the state excise tax does not apply, such as military commissaries and Indian lands (page 20). This could be viewed as lacking respect for tribal sovereignty. It was suggested that strategies related to Indian businesses or tribal land be framed in terms of establishing and enhancing relationships respectful of Indian

sovereignty and supportive of tribes' tobacco control efforts, such as determining the price of tobacco products or adopting smokefree policies.

- Include morbidity and mortality issues of priority populations in addition to smoking prevalence rates.

The Committee passed a motion to adopt the final MP, incorporating member recommendations and decisions made at this meeting. The Committee made the following decisions:

- MP Goals: Use a ten percent adult smoking prevalence goal and eight percent for high school age youth. High school age, rather than combined high school and middle school age, was selected because survey methodology has changed since the last plan. The high school rate is based on the California Student Tobacco Survey, a nationally comparable school based survey.
- MP text organization:
 - Place the tobacco excise tax issue in the second section of Objective 1.
 - Move the progress section and enacted tobacco legislation after the Objectives and Strategies section.
- Delete the strategy to "support research related to the structure and function of the tobacco control program (page 17).
- Delete "and Indian lands" from the strategy to research ways to increase the price of tobacco products purchased in venues where the state excise tax does not apply (page 20).
- Re-word strategy number 2, page 21 to "Support organizational processes or mechanisms within each of the three agencies of the California Tobacco Control Program dedicated to addressing issues of parity."
- Commend the California Attorney General's Office for its active enforcement of the Master Settlement Agreement and successful litigation against the tobacco industry over the past three years.
- Add program background text suggested by Tobacco Related Disease Research Program, CDE and Tobacco Control Section.
- The MP title will be: "Confronting a Relentless Adversary: A Plan for Success."

NEXT MEETING DATES:

January 25, 2006, Sacramento; Regular meeting

May 23, 2006, Sacramento; Regular meeting

September 12, 2006; Regular meeting; Location TBD

The meeting was adjourned at 4:35 p.m.

ACTION ITEMS:

1. The chairperson will meet with the TCS graphic artist to decide on MP interior layout and overall design.